

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Life Insurance Company of the Southwest</i>	<i>State Tracking Number:</i>	<i>43224</i>
<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Filing at a Glance

Company: Life Insurance Company of the Southwest

Product Name: 412(i) Endorsements	SERFF Tr Num: NALF-126256830	State: Arkansas
TOI: A02I Individual Annuities- Deferred Non-Variable	SERFF Status: Closed-Approved-Closed	State Tr Num: 43224
Sub-TOI: A02I.002 Flexible Premium	Co Tr Num: FORM NO. 7772(0709)	State Status: Approved-Closed
Filing Type: Form	Reviewer(s): Linda Bird	
	Authors: Junan Boldrey, Dionne Wills	Disposition Date: 08/18/2009
	Date Submitted: 08/13/2009	Disposition Status: Approved-Closed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name:	Status of Filing in Domicile: Pending
Project Number: Form No. 7772(0709)	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: These forms are being filed simultaneously in our domiciliary state, Texas, as an "exempt" filing under 28 TAC §3.4004(a) (6) of the Texas Insurance Code.
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 08/18/2009	Explanation for Other Group Market Type:
	State Status Changed: 08/18/2009
Deemer Date:	Created By: Dionne Wills
Submitted By: Dionne Wills	Corresponding Filing Tracking Number:
Filing Description:	
Submission: Enclosed for your review and consideration are Forms Nos. 7772(0709) and 7848(0709). This filing includes two forms, the total cost of this filing is \$100. These forms are revisions to previously approved forms.	

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A021 Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A021.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Readability Statistics. The readability score for the forms are 46.7 and 46.2, respectively.

These endorsements will be attached to one of our annuities when a request is made for the annuity to be issued as a contract funding a defined benefit plan qualifying under US Title 26 (the Internal Revenue Code, or "Code"), Section 412(e)(3). These endorsements amend the annuity form to meet the requirements of this section of the Code. These endorsements are only for the purpose of ensuring that the annuity complies with all applicable federal laws and the associated regulations. The previous endorsements were revised to ensure that their provisions meet evolving interpretations of and changes to this section of the Code.

As the following chart depicts, these forms are revisions to previously approved forms, which revisions, when approved, will replace the forms shown:

Form Number	Description	Replaced Form Number	Replaced Form Approval Date
7772(0709)	412(i) Defined Benefit Plan Endorsement	7772	10/27/1998
7848(0709)	412(i) Defined Benefit Plan Endorsement	7848	02/04/2004

According to interpretation provided to LSW by counsel, annuities issued as part of a 412(e) (3) Plan and owned by the Plan Trustee may only offer settlement options as defined by the plan.

Thus, the endorsements limit the settlement options available under the annuity policy while the annuity is owned by the Plan. Any form of benefit payment provided under the 412(e) (3) Plan will be available under the policy even if it is not explicitly represented as a settlement option under the policy. The settlement options will be based on the same actuarial and expense factors that apply to the "Payments for Life" settlement option presented in the endorsement. If the ownership of the policy changes to any person, natural or otherwise, other than the Plan, the endorsement contains language to cancel its applicability.

Form No. 7772(0709) will be used with the following previously approved policy forms. The form will be sent to existing policyholders who were previously provided form 7772. It will also be used for a new participant into a 412(e) (3) plan whose existing participants previously received 7772.

Form Number	Description	Approval Date
7527	Flexible Premium Deferred Annuity	09/03/1993
7611	Flexible Premium Deferred Annuity	12/16/1993
7691	Flexible Premium Equity-Indexed Deferred Annuity	01/26/1996
7840	Flexible Premium Equity-Indexed Deferred Annuity	11/24/1998
7910	Flexible Premium Equity-Indexed Deferred Annuity	10/01/2002
7912	Flexible Premium Equity-Indexed Deferred Annuity	09/26/2003
7938	Flexible Premium Equity-Indexed and Declared-Interest Deferred Annuity	11/09/2005

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Life Insurance Company of the Southwest</i>	<i>State Tracking Number:</i>	<i>43224</i>
<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Form No. 7848(0709) will be used with the following previously approved policy forms for a new participant into a new 412(e) (3) plan. The form will be sent to existing policyholders who were previously provided form 7848. It will also be used for a new participant into a 412(e) (3) plan whose existing participants previously received 7848, as well as for participants in any new 412(e) (3) plans.

Form Number Description Approval Date Filing ID
(if applicable)

7527 Flexible Premium Deferred Annuity	09/03/1993
7611 Flexible Premium Deferred Annuity	12/16/1993
7691 Flexible Premium Equity-Indexed Deferred Annuity	01/26/1996
7910 Flexible Premium Equity-Indexed Deferred Annuity	10/01/2002
7912 Flexible Premium Equity-Indexed Deferred Annuity	09/26/2003
7916 Flexible Premium Equity-Indexed and Declared-Interest Deferred Annuity	05/04/2005
7918 Flexible Premium Equity-Indexed and Declared-Interest Deferred Annuity	05/04/2005
7920 Flexible Premium Equity-Indexed and Declared-Interest Deferred Annuity	05/27/2005
7938 Flexible Premium Equity-Indexed and Declared-Interest Deferred Annuity	11/09/2005

Filing in Other Jurisdictions. These forms are being filed simultaneously in our domiciliary state, Texas, as an "exempt" filing under 28 TAX §3.4004(a) (6) of the Texas Insurance Code and filed in all other states where LSW is licensed to do business. LSW is licensed in all states except New York.

Company and Contact

Filing Contact Information

Junan Boldrey, Manager, Policy Filings	jboldrey@nationallife.com
1300 West Mockingbird Lane	800-543-3794 [Phone] 9316 [Ext]
Dallas, TX 75247	214-638-9196 [FAX]

Filing Company Information

Life Insurance Company of the Southwest	CoCode: 65528	State of Domicile: Texas
1300 West Mockingbird Lane	Group Code: -99	Company Type:
Dallas, TX 75247	Group Name:	State ID Number: 1117
(214) 638-9316 ext. [Phone]	FEIN Number: 75-0953004	

SERFF Tracking Number: NALF-126256830 *State:* Arkansas
Filing Company: Life Insurance Company of the Southwest *State Tracking Number:* 43224
Company Tracking Number: FORM NO. 7772(0709)
TOI: A02I Individual Annuities- Deferred Non- *Sub-TOI:* A02I.002 Flexible Premium
Variable
Product Name: 412(i) Endorsements
Project Name/Number: /Form No. 7772(0709)

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? Yes
Fee Explanation: Domicile filing fee is \$50.00 per form. This filing includes two forms, the total cost of this filing is \$100.00.
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Life Insurance Company of the Southwest	\$100.00	08/13/2009	29824346

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Life Insurance Company of the Southwest</i>	<i>State Tracking Number:</i>	<i>43224</i>
<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/18/2009	08/18/2009

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Life Insurance Company of the Southwest</i>	<i>State Tracking Number:</i>	<i>43224</i>
<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Disposition

Disposition Date: 08/18/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>NALF-126256830</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Life Insurance Company of the Southwest</i>	<i>State Tracking Number:</i>	<i>43224</i>
<i>Company Tracking Number:</i>	<i>FORM NO. 7772(0709)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>412(i) Endorsements</i>		
<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Defined Benefit Plan Endorsement		Yes
Form	Defined Benefit Plan Endorsement		Yes

SERFF Tracking Number: NALF-126256830 State: Arkansas

Filing Company: Life Insurance Company of the Southwest State Tracking Number: 43224

Company Tracking Number: FORM NO. 7772(0709)

TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.002 Flexible Premium
Variable

Product Name: 412(i) Endorsements

Project Name/Number: /Form No. 7772(0709)

Form Schedule

Lead Form Number: Form No. 7772(0709)

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	Form No. 7772(0709)	Policy/Cont Defined Benefit Plan ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: Form No. 7772 Previous Filing #: None Available	46.700	Form No. 7772(0709).p df
	Form No. 7848(0709)	Policy/Cont Defined Benefit Plan ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: Form No. 7848 Previous Filing #: None Available	46.200	Form No. 7848(0709).p df

DEFINED BENEFIT PLAN ENDORSEMENT

Life Insurance Company of the Southwest (LSW) • www.lifeofsouthwest.com
1300 West Mockingbird Lane • Dallas, Texas 75247-4921 • **Customer Service** 800-579-2878

The Policy to which this endorsement is attached is amended to qualify as a pension plan under Section 412(e)(3) of the Internal Revenue Code. Prior to 2008 this plan was described in Section 412(i) of the Internal Revenue Code.

The Plan is a pension plan as described in Section 412(e)(3) of the Internal Revenue Code. Prior to 2008 this plan was described in Section 412(i) of the Internal Revenue Code.

As long as the policy is owned by the Plan Trustee of the Plan, the only settlement options which are available for election are those which:

1. are specified as available payment options under the terms of the Plan that the policy is being used to fund; and
2. are based on the same actuarial and expense factors that apply to the Payments for Life settlement option under the policy.

We agree that we will make available any form of benefit payment provided under the terms of the Plan even though that benefit payment is not explicitly represented as a settlement option under the policy. Any form of benefit payment will be on the same actuarial and expense factor basis that applies to the Payments for Life settlement option under the policy.

This Endorsement is invalidated if and when ownership of the policy to which it is attached changes to someone other than the Plan Trustee.

The Section titled *The Payment Options; The Life Income Options*, is hereby deleted in its entirety and replaced with the following:

The Payment Options, Payments for Life Only.

We will make equal monthly payments for the lifetime of the Annuitant. Payments stop when the Annuitant dies.

Insurance and Annuity Guaranteed Contract Rates - Life Only									
(Monthly Income Payments Per \$1000)									
Age	Rate	Age	Rate	Age	Rate	Age	Rate	Age	Rate
40	\$3.77	50	\$4.27	60	\$5.10	70	\$6.67	80	\$9.86
41	3.81	51	4.33	61	5.21	71	6.89	81	10.33
42	3.85	52	4.40	62	5.33	72	7.13	82	10.84
43	3.90	53	4.47	63	5.47	73	7.39	83	11.39
44	3.94	54	4.54	64	5.60	74	7.67	84	11.97
45	3.99	55	4.62	65	5.75	75	7.97	85	12.60
46	4.04	56	4.71	66	5.91	76	8.30		
47	4.09	57	4.80	67	6.08	77	8.64		
48	4.15	58	4.89	68	6.26	78	9.02		
49	4.21	59	4.99	69	6.46	79	9.43		

The monthly income payments for each \$1,000 of proceeds applied under the Life Only Option are based on the Annuitant's age (nearest birthday) on the Annuity Date. We may require proof of age. The payments are based on interest guaranteed at an effective annual rate of 3.5%. They are also based on the 1983 Individual Annuity Mortality Table A, projected 10 years with Projection Scale G, and blended for unisex use at 40% male and 60% female. Amounts of income for any age not shown will be furnished upon request.

SIGNED at the Home Office of Life Insurance Company of the Southwest.



Secretary

Form No. 7772(0709)

DEFINED BENEFIT PLAN ENDORSEMENT

Life Insurance Company of the Southwest (LSW) • www.lifeofsouthwest.com
1300 West Mockingbird Lane • Dallas, Texas 75247-4921 • **Customer Service** 800-579-2878

The Policy to which this endorsement is attached is amended to qualify as a pension plan under Section 412(e)(3) of the Internal Revenue Code. Prior to 2008 this plan was described in Section 412(i) of the Internal Revenue Code.

The Plan is a pension plan as described in Section 412(e)(3) of the Internal Revenue Code. Prior to 2008 this plan was described in Section 412(i) of the Internal Revenue Code.

As long as the policy is owned by the Plan Trustee of the Plan, the only settlement options which are available for election are those which:

1. are specified as available payment options under the terms of the Plan that the policy is being used to fund; and
2. are based on the same actuarial and expense factors that apply to the Payments for Life settlement option under the policy.

We agree that we will make available any form of benefit payment provided under the terms of the Plan even though that benefit payment is not explicitly represented as a settlement option under the policy. Any form of benefit payment will be on the same actuarial and expense factor basis that applies to the Payments for Life settlement option under the policy.

This Endorsement is invalidated if and when ownership of the policy to which it is attached changes to someone other than the Plan Trustee.

The Section titled *The Payment Options - The Life Income Options*, is hereby deleted in its entirety and replaced with the following:

The Payment Options - Payments for Life Only.

We will make equal monthly payments for the lifetime of the Annuitant. Payments stop when the Annuitant dies.

Insurance and Annuity Guaranteed Contract Rates – Life Only (Monthly Income Payments Per \$1000)									
Age	Rate	Age	Rate	Age	Rate	Age	Rate	Age	Rate
40	\$2.59	50	\$3.10	60	\$3.92	70	\$5.42	80	\$8.45
41	2.63	51	3.16	61	4.03	71	5.63	81	8.90
42	2.68	52	3.23	62	4.15	72	5.86	82	9.38
43	2.72	53	3.30	63	4.27	73	6.11	83	9.90
44	2.77	54	3.37	64	4.41	74	6.38	84	10.46
45	2.82	55	3.45	65	4.55	75	6.66	85+	11.07
46	2.87	56	3.53	66	4.70	76	6.97		
47	2.92	57	3.62	67	4.86	77	7.30		
48	2.98	58	3.71	68	5.04	78	7.65		
49	3.03	59	3.81	69	5.22	79	8.04		

The monthly income payments for each \$1,000 applied under the Life Only Option are based on the Annuitant's age (nearer birthday) on the Annuity Date. We may require proof of age. The payments are based on interest guaranteed at an effective annual rate of 1.5% and the 2000 Individual Annuity Mortality Table blended for unisex use. Amounts of income for any age not shown will be furnished upon request.

SIGNED at the Home Office of Life Insurance Company of the Southwest.



Secretary

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<i>Project Name/Number:</i>	<i>/Form No. 7772(0709)</i>		

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item:	Flesch Certification	
Comments:		
Attachment:		
AR Read Cert.pdf		

	Item Status:	Status Date:
Bypassed - Item:	Application	
Bypass Reason:	N/A. This is an endorsement filing.	
Comments:		

	Item Status:	Status Date:
Bypassed - Item:	Life & Annuity - Acturial Memo	
Bypass Reason:	N/A. This is an endorsement filing.	
Comments:		

STATE OF ARKANSAS
DEPARTMENT OF INSURANCE
READABILITY CERTIFICATION

Arkansas Rule ACA 23-80-206

Company Name Life Insurance Company of the Southwest **NAIC #** 65528,

hereby certifies that the following form(s) achieve a Flesch reading ease test score of:

FORM NUMBER

FLESCH SCORE

Form No. 7772(0709)

46.7

Form No. 7848(0709)

46.2

Signature

Michael C. Ward, FSA, MAAA, Vice President, Actuarial

August 10, 2009

Date